



Grow-NY

FOOD & AGRICULTURE
BUSINESS COMPETITION

Sponsorship Opportunities

November 17-18, 2020

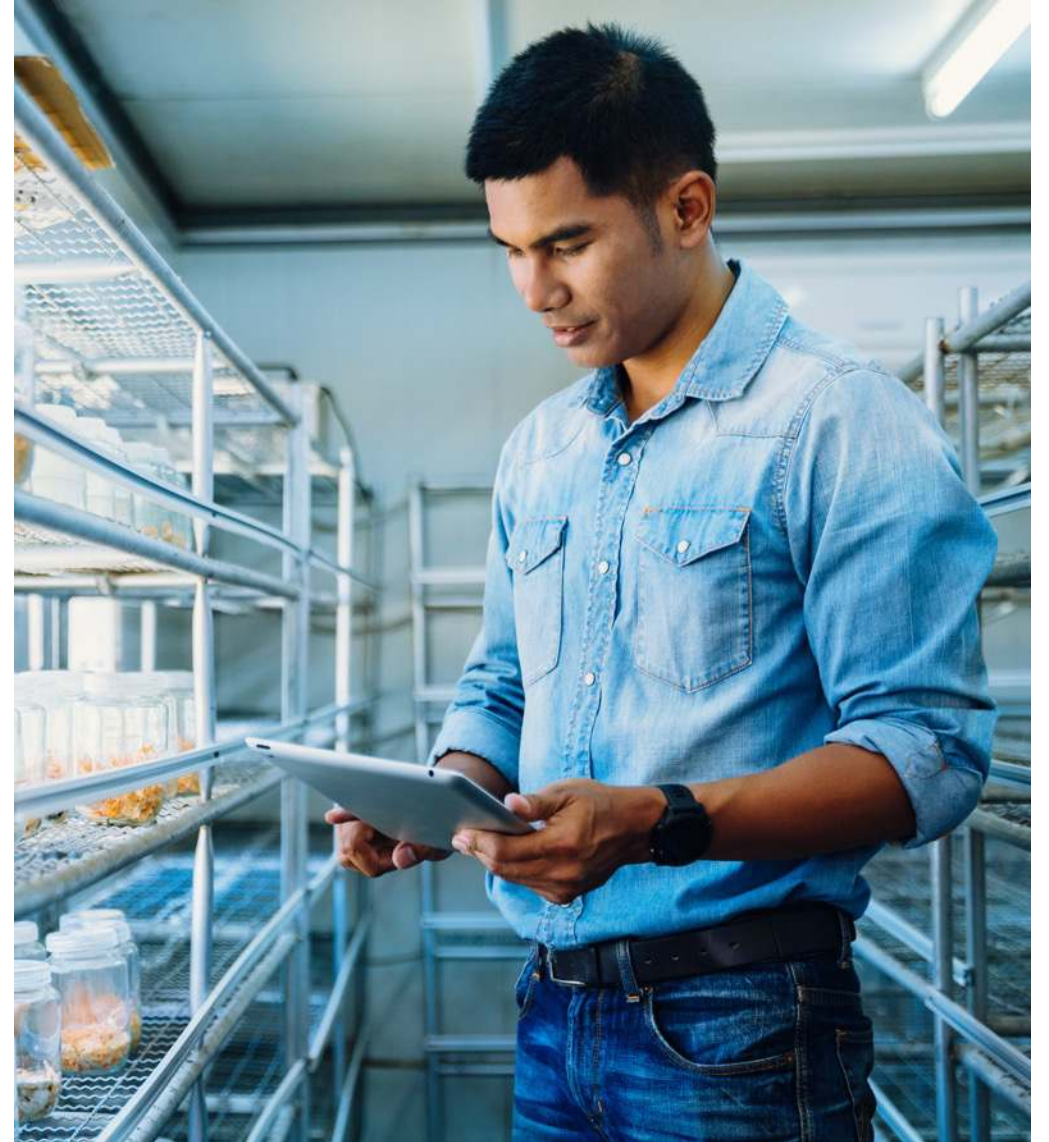


Building a
Healthy
Food & Ag
Ecosystem is Our
Priority.

Grow-NY

The Grow-NY program consists of a New York state-funded, Cornell University-administered food & ag startup competition, brought to life in a virtual setting that will feature live pitches and judging, a symposium planned by the NYS Center of Excellence for Food and Agriculture at Cornell AgriTech, and key members of the food and agriculture landscape in Central New York, the Finger Lakes, and the Southern Tier.

Grow-NY is currently seeking sponsors for the Summit, occurring virtually on November 17-18. By signing on as a Grow-NY Summit Sponsor, your business can align itself with a high-profile program while cementing your identity as central to New York's thriving food & ag ecosystem and receiving special access and viability during the Competition.





Competition

Grow-NY is a business competition focused on growing an enduring food and agriculture innovation cluster in the Grow-NY region. The competition attracts innovative, high-growth food and agriculture startups from across the globe and engages them in the region's rapidly-growing startup ecosystem. Finalists will pitch their business ideas for a chance to win up to **\$1 million**. Winning companies will be required to execute bold plans to grow jobs, connect with local industry partners, and contribute to a thriving Upstate economy.

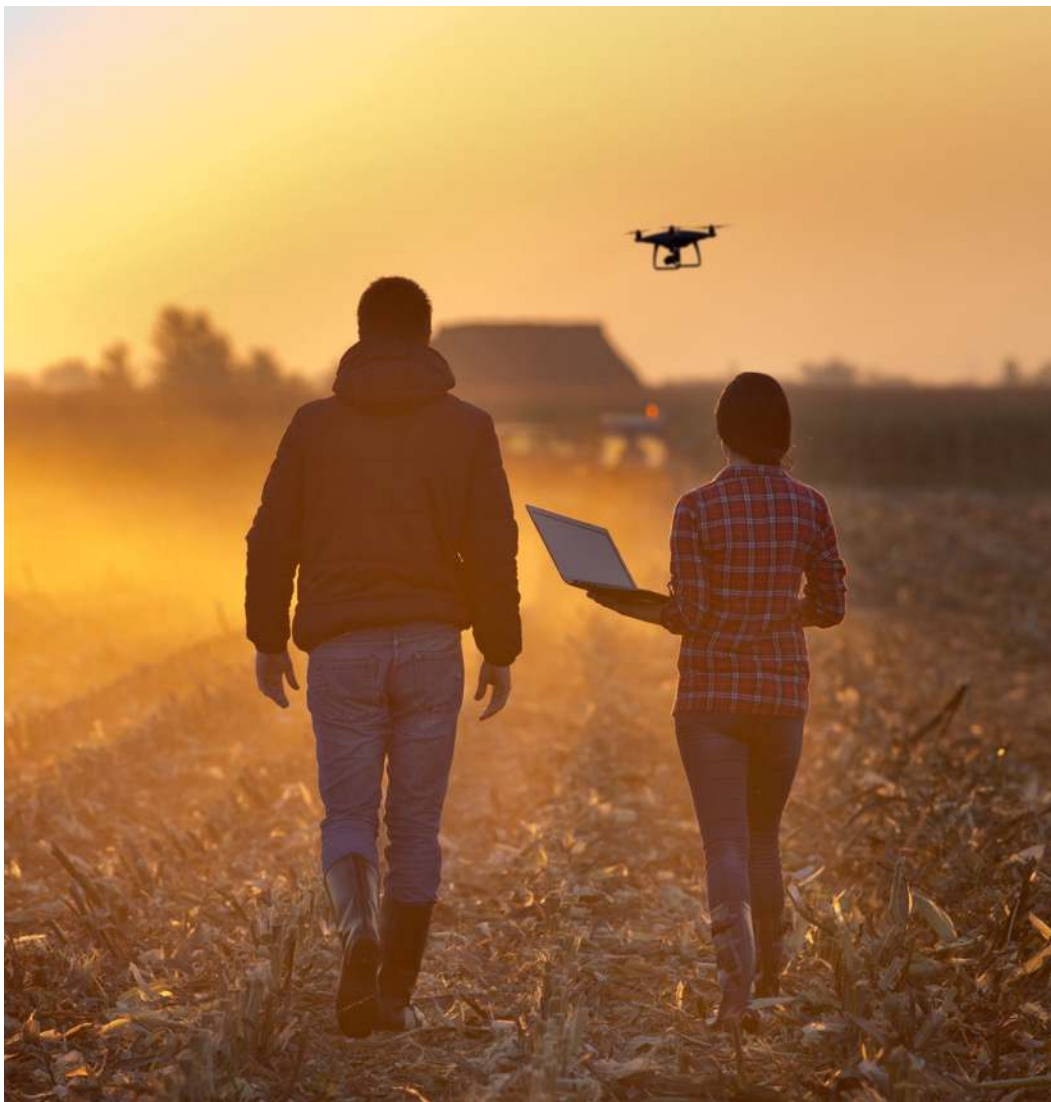
Symposium

The Symposium, co-hosted in partnership with the NYS Center of Excellence for Food and Agriculture at Cornell AgriTech, will feature keynote speakers and a series of themed panels discussing the biggest challenges and opportunities facing the food and ag industry in New York and beyond. Speakers will include world-class food and ag researchers, thought leaders, and established business leaders from Fortune 500 companies.

Examples of panel themes include:

- Food and Ag Entrepreneurial Resilience and Adaptability
- Emerging Crops
- Redefining our Regional Food Systems
- Innovations in Waste Upcycling





Award Ceremony

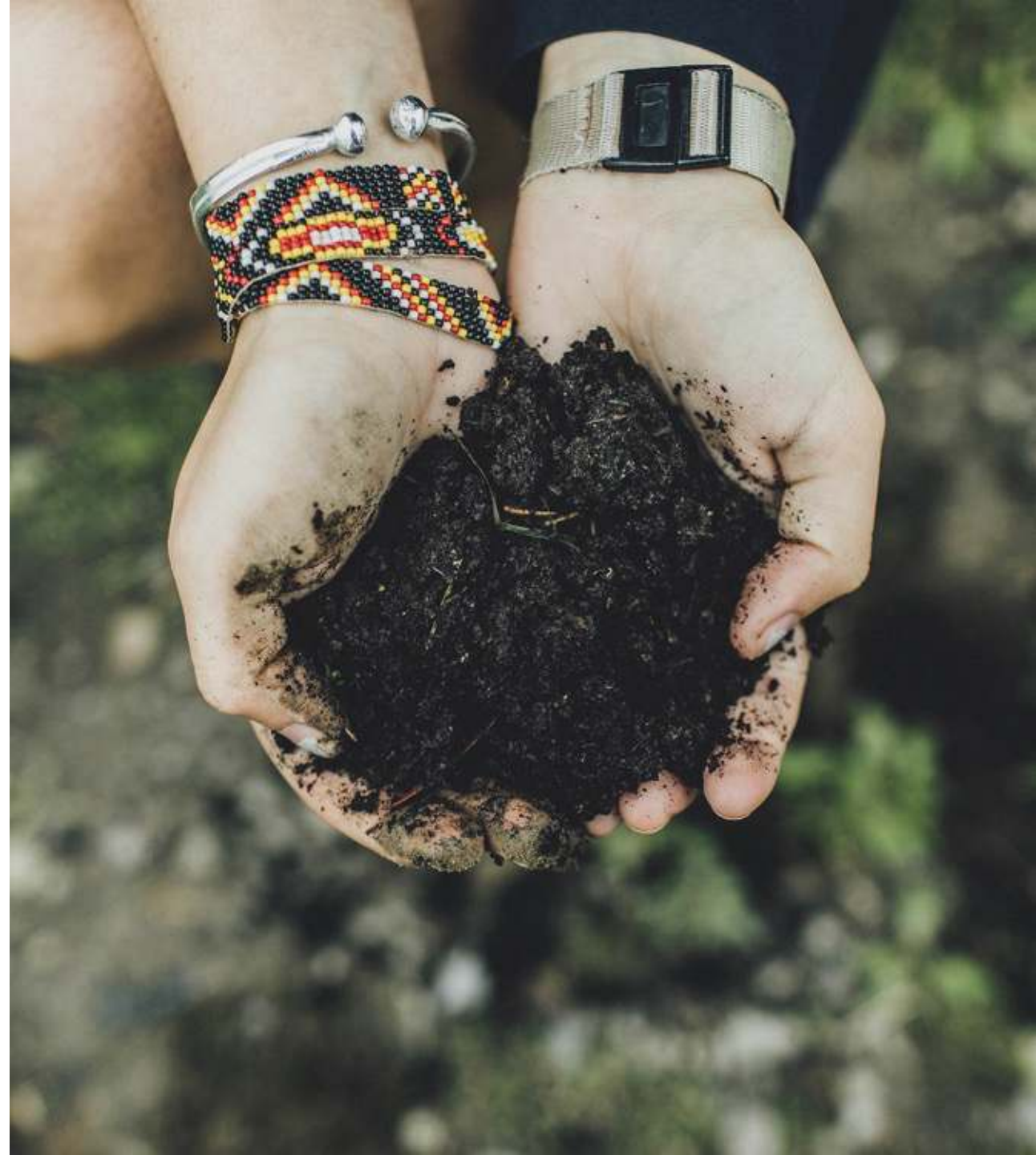
The 20 finalists from the business competition will pitch live to a panel of judges and an audience of attendees of the Competition. The winners will be revealed at a content-rich award ceremony delivered virtually on Monday, November 23, featuring inspiring speakers and elected officials.

Become a Sponsor

By becoming a virtual partner, GROW-NY can help you meet—and surpass—your goals!

Let's work together to create a customized package that will allow you to

- Maximize your brand's visibility in our virtual platform
- Increase awareness of your products and services within the region
- Position your organization as a leading supporter of innovation in the agriculture and food production community





Past Sponsors

- Attention Span Media
- Chobani
- Black Button Distillery
- Falk Syracuse University
- Farm Credit East
- Gimme Coffee
- LeChase
- M&T Bank
- Rabobank
- Ripley Family Farm
- Rootstock Cider & Spirits
- Ravines
- Wegmans

A white drone is flying in the upper left portion of the frame against a clear blue sky. Below the drone is a lush green field of crops, possibly corn, stretching towards a distant treeline. The overall scene is bright and sunny.

Branding and Event Communication Sponsorships

Presenting Sponsor

Organization brand placed throughout the platform, including digital banners, and email banners.

Partnership includes video spot prior to keynote session of the Symposium or video spot prior to competition kick-off.

Value = \$20,000 (2 Available)





Braindate

Unique learning experiences that transform networking into meaningful knowledge exchange opportunities, virtual Braindates help people meet and learn from each other any time and at any distance around topics for which they are seeking solutions in agriculture. This peer-to-peer education format will be an attendee favorite. The sponsor will receive logo recognition on the virtual platform and in email communications to attendees, and the opportunity to lead five sessions.

Value = \$20,000 (1 Available)



Registration Communications

Place your brand in front of each registered attendee. As the registration sponsor, your logo will be visible on the welcome landing page once an attendee registers, in the attendee confirmation email, and on the registration website.

Value = \$5,000 (1 Available)

Awards Ceremony

The Awards Ceremony is a one-hour virtual event that recognizes the accomplishments of the competing teams. As the Presenting Sponsor of this event, you have the opportunity to provide a welcome video and submit a recognition statement for the GROW-NY website and social media channels.

Value = \$5,000 (1 Available)

.





Attendee Gift

Help us create a VIP at home experience for attendees by including your samples or swag in our limited supply goodie bag. Registered VIPs will in advance of the event receive a package at their home that includes the sponsoring company marketing materials or product, GROW-NY t-shirt, samples of materials from regional ecosystem and members.

Value = \$3,000 (3 Available)

Network with Attendees

Host a networking activity to connect to attendees. Sponsor breakout room can be branded and invitation to attend sent to all registrants through the Grow-NY team. Networking activities could include but not limited to thought leader discussions, cooking demonstration with use of local food products, ice breaking activities, etc. Creativity is limitless.

Value = \$2,000

(3 Available)





Partner Spotlight

Launching a new product or just looking to reinforce your brand presence? Take this opportunity to submit a 30-second video to be woven within the competition and educational offerings. The sponsor is responsible for providing the video.

Value = \$1,000 (6 Available)

A person with their back to the camera, wearing a blue hoodie and a grey jacket, stands in a barn. They are surrounded by several black and white cows. The scene is dimly lit, with light coming from the background.

Contact Us

Questions about your virtual opportunities?

Jenn Smith

Grow-NY Program Director

Grow-NY@cornell.edu